

Please amend the application as follows:

In the Specification

Replace the paragraph at page 17, lines 1 through 25 with the below paragraph:

Additionally, the server may, at any given time, track access history within a client-server session. Such a history profile informs the service provider about link traversal frequencies and link paths followed by users. This profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID (UID). Two subsequent entries, A and B, corresponding to requests from a given user in these logs represent a link traversal from document A to document B made by the user in question. This information may be used to identify the most popular links to a specific page and to suggest where to insert new links to provide more direct access. In another embodiment, the access history is evaluated to determine traversed links leading to a purchase of a product made within commercial pages. This information may be used, for example, to charge for advertising based on the number of link traversals from an advertising page to a product page or based on the count of purchases resulting from a path including the advertisement. In this embodiment, the server can gauge the effectiveness of advertising by measuring the number of sales that resulted from a particular page, link, or path of links. The system can be configured to charge the merchant for an advertising page based on the number of sales that resulted from that page.

Amendments to the specification are indicated in the attached "Marked Up Version of Amendments" (page i).

In the Claims

Cancel Claims 99 and 107.

Please amend Claims 3, 16, 31, 35, 50, 79 and 81. Amendments to the claims are indicated in the "Marked Up Version of Amendments" (pages i-iii).